

How many are they and how much do they spend?

	Italy	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	455,383	15,110,866
Tourist arrivals > 15 years old (EGT)	415,838	13,271,035
- book holiday package	123,357	7,426,022
- do not book holiday package	292,481	5,845,014
- % tourists who book holiday package	29.7%	56.0%
Share of total tourist	3.0%	100%

RANKING POSITION BY NUMBER OF TOURISTS

RANKING POSITION BY TURNOVER



44% of Italians travel to Tenerife.

	Italy	All markets
Expenditure per tourist (€)		
- book holiday package	974	1,136
- holiday package	1,132	1,268
- others	963	1,031
- do not book holiday package	169	237
- do not book holiday package	907	967
- flight	907	967
- accommodation	266	263
- others	296	321
- others	345	383
Average length of stay		
- book holiday package	9.80	9.09
- book holiday package	8.34	8.64
- do not book holiday package	10.41	9.68
Average daily expenditure (€)		
- book holiday package	118.3	138.9
- book holiday package	146.7	155.4
- do not book holiday package	106.3	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	405	15,070
- book holiday package	140	9,416
- do not book holiday package	265	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Italy	All markets
Climate	76.6%	78.4%
Landscapes	58.7%	33.1%
Environment	55.9%	33.2%
Tranquility	55.0%	47.6%
Sea	52.5%	44.4%
Beaches	49.3%	37.7%
Safety	44.7%	51.9%
European belonging	38.9%	36.1%
Effortless trip	33.1%	35.2%
Accommodation supply	30.7%	42.9%
Price	27.8%	37.4%
Authenticity	24.2%	20.3%
Gastronomy	20.5%	23.2%
Hiking trail network	20.4%	9.6%
Fun possibilities	19.7%	21.1%
Exoticism	13.1%	11.4%
Shopping	11.7%	9.4%
Nightlife	10.4%	8.0%
Historical heritage	10.3%	8.2%
Culture	10.0%	8.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE LANDSCAPES

ITALY
58.7%



ALL MARKETS
33.1%

What is the main motivation for their holidays?

	Italy	All markets
Rest	51.6%	55.5%
Enjoy family time	11.0%	14.4%
Have fun	6.5%	8.6%
Explore the destination	27.3%	17.8%
Practice their hobbies	2.3%	1.9%
Other reasons	1.3%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Italy	All markets
The same day	0.9%	0.7%
Between 1 and 30 days	28.5%	23.8%
Between 1 and 2 months	28.0%	22.8%
Between 3 and 6 months	32.7%	32.7%
More than 6 months	9.8%	20.0%

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

What channels did they use to get information about the trip?

	Italy	All markets
Previous visits to the Canary Islands	35.5%	51.9%
Friends or relatives	31.2%	27.1%
Internet or social media	48.1%	54.7%
Mass Media	1.0%	1.6%
Travel guides and magazines	6.0%	8.4%
Travel Blogs or Forums	6.3%	5.7%
Travel TV Channels	0.3%	0.8%
Tour Operator or Travel Agency	15.6%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.4%	2.4%

* Multi-choice question

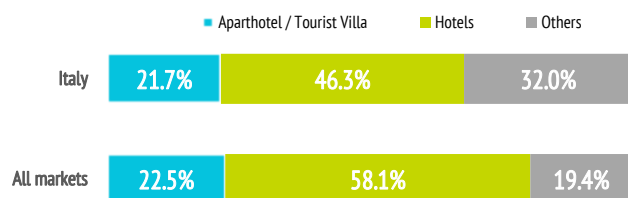
With whom did they book their flight and accommodation?

	Italy	All markets
Flight		
- Directly with the airline	63.2%	42.9%
- Tour Operator or Travel Agency	36.8%	57.1%
Accommodation		
- Directly with the accommodation	49.8%	31.5%
- Tour Operator or Travel Agency	50.2%	68.5%

Where do they stay?

	Italy	All markets
1-2-3* Hotel	10.4%	11.5%
4* Hotel	30.8%	37.6%
5* Hotel / 5* Luxury Hotel	5.2%	9.0%
Aparthotel / Tourist Villa	21.7%	22.5%
House/room rented in a private dwelling	11.4%	5.9%
Private accommodation (1)	14.4%	7.2%
Others (Cottage, cruise, camping...)	6.3%	6.3%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Italy	All markets
Room only	41.1%	27.9%
Bed and Breakfast	13.0%	12.4%
Half board	16.1%	21.2%
Full board	6.3%	3.6%
All inclusive	23.5%	34.9%

41.1% of Italians book room only.
(Canary Islands: 27.9)

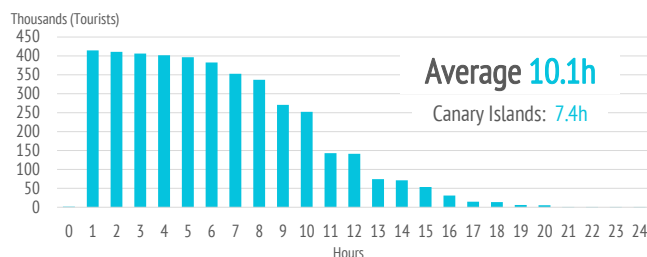
Other expenses

	Italy	All markets
Restaurants or cafes	59.7%	59.1%
Supermarkets	53.9%	52.1%
Car rental	36.4%	26.3%
Organized excursions	21.4%	20.6%
Taxi, transfer, chauffeur service	24.3%	50.0%
Theme Parks	6.4%	7.5%
Sport activities	4.3%	5.7%
Museums	6.2%	4.6%
Flights between islands	7.3%	4.4%

Activities in the Canary Islands

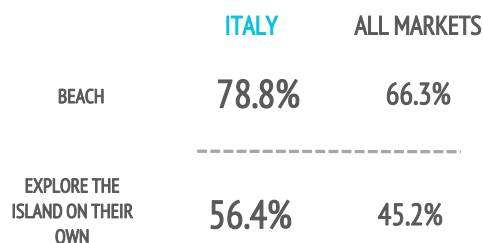
	Italy	All markets
Outdoor time per day		
0 hours	0.3%	2.1%
1 - 2 hours	2.0%	9.8%
3 - 6 hours	12.8%	32.6%
7 - 12 hours	67.0%	47.1%
More than 12 hours	17.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Italy	All markets
Activities in the Canary Islands		
Beach	78.8%	66.3%
Walk, wander	67.5%	69.8%
Explore the island on their own	56.4%	45.2%
Swimming pool, hotel facilities	42.9%	58.2%
Taste Canarian gastronomy	26.6%	24.2%
Organized excursions	16.8%	16.9%
Wineries / markets / popular festivals	15.7%	11.6%
Museums / exhibitions	15.5%	10.1%
Nightlife / concerts / shows	14.0%	15.5%
Theme parks	14.0%	14.1%
Sport activities	12.7%	13.4%
Sea excursions / whale watching	9.7%	11.1%
Activities at sea	8.8%	10.0%
Nature activities	7.2%	10.4%
Beauty and health treatments	4.0%	5.4%
Astronomical observation	2.2%	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Italy	All markets
Lanzarote	60,377	2,521,668
Fuerteventura	78,701	1,659,115
Gran Canaria	89,764	3,698,127
Tenerife	184,434	5,040,382
La Palma	1,903	235,409

How many islands do they visit during their trip?

	Italy	All markets
One island	86.6%	91.4%
Two islands	11.4%	7.2%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Italy	All markets
Research		
- Tourist package	9.9%	14.8%
- Flights	7.2%	13.0%
- Accommodation	9.1%	16.9%
- Transport	14.6%	15.7%
- Restaurants	26.1%	28.4%
- Excursions	24.8%	26.2%
- Activities	25.4%	30.1%
Book or purchase		
- Tourist package	24.2%	39.4%
- Flights	74.1%	66.7%
- Accommodation	62.9%	57.3%
- Transport	52.9%	47.6%
- Restaurants	15.6%	12.1%
- Excursions	15.1%	13.0%
- Activities	13.8%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Italy	All markets
Did not use the Internet	6.3%	8.3%
Used the Internet	93.7%	91.7%
- Own Internet connection	53.1%	37.4%
- Free Wifi connection	25.6%	39.5%
Applications*		
- Search for locations or maps	73.5%	61.7%
- Search for destination info	31.8%	44.8%
- Share pictures or trip videos	55.8%	56.0%
- Download tourist apps	8.3%	7.0%
- Others	10.6%	22.6%

* Multi-choice question



73.5% of Italians search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



Picture: Freepik.com

Share by islands	Italy	All markets
Lanzarote	14.5%	19.2%
Fuerteventura	19.0%	12.6%
Gran Canaria	21.6%	28.1%
Tenerife	44.4%	38.3%
La Palma	0.5%	1.8%

MOST VISITED PLACES IN EACH ISLAND

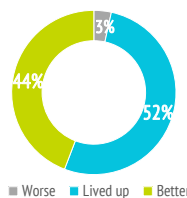


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Italy	All markets
Average rating	8.54	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.4%	2.3%
Lived up to expectations	52.4%	55.6%
Better or much better than expected	44.2%	42.1%

Future intentions (scale 1-10)	Italy	All markets
Return to the Canary Islands	8.62	8.73
Recommend visiting the Canary Island	8.82	8.95



Experience in the Canary Islands



Return to the Canary Islands



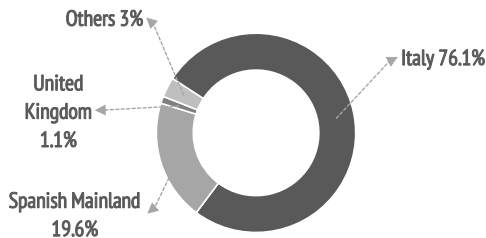
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Italy	All markets
Repeat tourists	54.9%	72.2%
Repeat tourists (last 5 years)	50.9%	66.7%
Repeat tourists (last 5 years) (5 or more)	13.9%	19.5%
At least 10 previous visits	10.2%	18.6%

Where does the flight come from?

	%	Absolute
Italy	76.1%	316,278
Spanish Mainland	19.6%	81,452
United Kingdom	1.1%	4,769
Switzerland	0.8%	3,231
Portugal	0.7%	2,731
Germany	0.6%	2,596
Others	1.1%	4,782



Who do they come with?

	Italy	All markets
Unaccompanied	13.7%	9.6%
Only with partner	46.0%	48.1%
Only with children (< 13 years old)	6.7%	5.6%
Partner + children (< 13 years old)	4.2%	6.5%
Other relatives	5.5%	9.3%
Friends	9.1%	6.4%
Work colleagues	0.9%	0.5%
Organized trip	0.3%	0.3%
Other combinations (1)	13.6%	13.7%

(1) Different situations have been isolated

Tourists with children	14.9%	17.7%
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	12.4%	14.8%
- Between 0 -2 and 3-12 years	0.9%	1.4%
Tourists without children	85.1%	82.3%
Group composition:		
- 1 person	19.0%	13.2%
- 2 people	52.4%	55.1%
- 3 people	12.9%	12.0%
- 4 or 5 people	13.4%	16.3%
- 6 or more people	2.3%	3.5%
Average group size:	2.34	2.54



(Under the age of 13)

14.9% of Italians travel with children.

(Canary Islands: 17.7%)

Who are they?

	Italy	All markets
Gender		
Men	50.9%	48.6%
Women	49.1%	51.4%
Age		
Average age (tourist > 15 years old)	45.0	47.1
Standard deviation	14.6	15.4
Age range (> 15 years old)		
16 - 24 years old	8.3%	7.3%
25 - 30 years old	12.1%	10.9%
31 - 45 years old	29.5%	28.0%
46 - 60 years old	35.2%	31.8%
Over 60 years old	14.9%	22.1%
Occupation		
Salaried worker	40.9%	55.0%
Self-employed	23.4%	11.5%
Unemployed	3.2%	1.1%
Business owner	13.5%	9.4%
Student	7.0%	3.5%
Retired	10.2%	17.9%
Unpaid domestic work	1.6%	0.8%
Others	0.2%	0.8%
Annual household income level		
Less than €25,000	28.4%	17.5%
€25,000 - €49,999	41.3%	37.5%
€50,000 - €74,999	14.1%	22.8%
More than €74,999	16.1%	22.2%
Education level		
No studies	0.9%	5.0%
Primary education	2.9%	2.6%
Secondary education	19.1%	23.6%
Higher education	77.1%	68.9%



5 IN 10 TOURISTS ARE REPEATERS

45 YEARS OLD

AVERAGE AGE

46% ONLY WITH PARTNER



Pictures: Freepik.com